PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Dave Beran DATE: November 7, 1989

FROM: Jeanne Bonhomme JB cc: C. Levy

SUBJECT: Breakdown of Costs for Marlboro Ultra Lights In Store Research

Research Supplier	$	%
Questionnaire development/typing/ production/postage	$ 5,500	3
Field alert/instructions/control/ check in of questionnaires	2,200	1
Coding/editing	2,000	1
Analysis/table preparation/typing	2,200	1
External to Supplier		
Fieldwork - interviewing, validation and store incentives	$196,700	91
Tab	3,300	1
Travel/monitoring of field/ briefing	4,000	2
Other (telephone, messengers, etc)	900	*
Total	$216,800	100%

*Less than 1%

2045716488

Source: https://www.industrydocuments.ucsf.edu/docs/mylj0004